



**PRESS RELEASE**

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**HEARST TOWER HIGHLIGHTS SEAMLESS  
COMMUNICATION FOR 2,000 EMPLOYEES**

*Consultedge Provides Voice Communication Solution For  
New Hearst Corporation Headquarters*

(Whippany, NJ) – March 14, 2007 – The newly opened Hearst Tower at 300 West 57<sup>th</sup> Street in New York City represents a convergence of “green design” and advanced technology. Linking the 2,000 employees at the 46-story Hearst corporate headquarters is a seamless communication solution designed and implemented by Consultedge, Inc., a leading provider of integrated communications solutions.

“The Hearst Building reflects a powerful vision of creative design, workplace efficiency, and business performance,” said Neal Stanton, President and CEO of Consultedge, Inc. “We are proud of our role in transforming that vision into reality. Through our partnership with Hearst and Constantin Walsh-Lowe, the project’s IT consultant, we developed and implemented a communications solution as part of a seamless IT infrastructure that meets Hearst’s current needs and supports its long-term business strategy.”

Consultedge provided design, management and implementation services for a Voice over Internet Protocol (VoIP) communications system that incorporates unified messaging, wireless and cellular bridging, and administrative functions. The scalable system supports all key applications programming interfaces, ensuring that any future technologies can be easily and cost-effectively integrated into the infrastructure.

The communications solution includes Avaya’s Communication Manager (CM) Software, S8710 Media Server, G650 Media Gateways, and Modular Messaging platform. Unified messaging capabilities enable access to messages at any time from devices including telephones, fax machines and PC graphical user interfaces. The system, which provides 99.999% reliability, was fully operational consistent with Hearst’s scheduled goal for late 2006 occupancy of the Tower.

“The smooth implementation of the communications system was critical to us,” noted Charles Montplaisir, Hearst Magazine’s Vice President, Information Systems. “We were confident that Consultedge would meet that challenge and our confidence has been well-rewarded. Consultedge managed the implementation efficiently and professionally, providing us with a communications system that serves our current and future needs.”

**ABOUT CONSULTEDGE, INC. ([www.consultedge.com](http://www.consultedge.com))**

Consultedge, Inc. leverages best-in-class technologies to produce converged voice/data communications solutions that drive business performance and efficiency. Specializing in IP Telephony, contact center/CRM and messaging, Consultedge’s services extend from communications needs assessments to system planning, design, deployment and maintenance. Consultedge is headquartered in Whippany, NJ, with regional offices throughout the US.

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